

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/17 thru 01/23.

(prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			PREVIO	JS WEEK	(PREVIOUS YEAR								
Feature Rate		24.	1% of 23	,200 stor	es	35	.3% of 23	3,200 sto	res	30.1% of 23,200 stores				
		X LA	ARGE	LAR	GE	X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			250	1.47			1,360	2.03	60	1.77	520	1.40	
G	White 18 pack	40	2.25	110	2.06	50	2.43	20	2.71	10	1.79	170	2.11	
U	Brown 12 pack							10	1.99					
L	USDA GRADE A													
Ā	White 12 pack			1,690	1.40	150	1.98	550	1.85	230	1.90	1,390	1.30	
R	White 18 pack	40	1.99	280	2.22			240	2.59			1,700	2.36	
.,	Brown 12 pack			60	2.50									
	USDA ORGANIC													
_	White 12 pack			10	2.90									
S	Brown 12 pack			210	3.65			310	3.00			180	4.49	
E	OMEGA-3													
C	White 12 pack	20	2.99	1,840	2.61	1,060	2.29	2,730	2.39	220	2.65	1,750	2.51	
-	Brown 12 pack							40	3.29			210	2.99	
A	CAGE-FREE													
î	White 12 pack	160	2.99	300	3.00			540	2.80					
T	Brown 12 pack	40	2.99	790	3.25			2,410	3.74			560	3.25	
, V	VEGETARIAN FED													
	White 12 pack	50	2.79	440	2.10			90	2.50	20	2.99	490	2.13	
	Brown 12 pack			150	2.94	40	2.99	210	2.37	200	3.08	380	2.89	

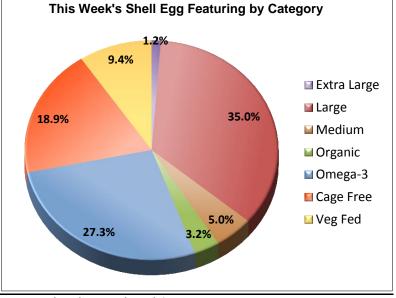
Large White Egg	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen											
2.10												
1.90					1.95							
1.70	1.59			1.64								
1.50	1.59	1.8	58			1.41						
1.30 Dec 13-19	Dec 20-26	Dec 27-Jan-02	2 Jan 0	3-09	Jan 10-16	Jan 17-23						

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,470	2,380	4,080	Large Eggs on
Specialty	4,010	7,430	4,010	Jan-13-2014
Total (includes MD)	6,820	9,890	8,290	415.2
Special Rate 4/:	1.0%	1.0%	2.8%	down 4.6%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is slightly more active than the previous week with a notable increase in promotions for Grade A white eggs near the end of the ad cycle. The average price of Grade A, or better Large white eggs to consumers is sharply lower. The number of "no price" incentives offered to shoppers is the same as a week ago. Featuring of Medium eggs is considerably higher, however ads for Extra Large are limited. Promotional activity for specialty shell eggs declines as cage-free eggs drop sharply from view. Omega-3 type eggs are still heavily promoted and other specialty types remain steady. Feature activity for liquid egg products continues downward. Most activity here is in the Northeast, marginal elsewhere.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			NO	RTHE	EAST U.S.				SOUTH	EAST U.S.			MIDWI	EST U.S.			
			(CT,DE,MA,M	D,ME	,NH,NJ,NY,PA,R	RI,VT)		(AL,FL,GA,MS,N	IC,SC,TN,VA,W\	/)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate 1/ Activity Index #		ure Rate ^{1/} ity Index ⁴			sampled outlets 00 (includes Me			Acti	vity Index = 830	sampled outlets 0 (includes Med	37.4% of 4,200 sampled outlets Activity Index = 1,800 (includes Medium)						
		2241	EXTRA LARGE	LARGE			EXTRA LARGE		LAF	RGE	EXTRA LARGE		LARGE				
	White 12 nack		Price Range Stores A	vg 3/	Price Range	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
US	DA	White 12 pack												1.25 - 1.49	20	1.36	
GR	ADE	White 18 pack															
Α	Α	Brown 12 pack	White 40	l ·					White 12 pack				White 12 pack				
		MEDIUM White 12 pack	White 12 p	раск	0.69 - 1.99	140	1.83		white 12 pack	0.98 - 1.50	370 1.44		vvnite 12 pack	0.88 - 1.66	1,040	1.35	
IIS	DA	White 18 pack			1.99	20		1.99	40 1.99	0.96 - 1.50	370 1.44			1.89 - 2.88	130	2.05	
		Brown 12 pack			2.50	60		1.99	40 1.99					1.09 - 2.00	130	2.00	
	,	·	White 12	nack	1.08 - 1.50	200			White 12 pack	1.33 - 1.50	20 1.40		White 12 pack	1.25	10	1.25	
	-	MEDIUM	White 30		1.00	200	1.00		White 30 pack	1.00	20 1.10		White 30 pack	1.20	10	1.20	
	USDA	ORGANIC															
		White 12 pack												2.90	10	2.90	
D		Brown 12 pack			2.98 - 4.98	180	3.61							3.88 - 3.89	30	3.89	
F	OMEG	A-3															
c		White 12 pack	2.99 20	2.99	1.68 - 2.99	810	2.48			2.29 - 2.50	370 2.37			1.99 - 3.99	330	3.19	
Ī		Brown 12 pack															
Α	CAGE-	FREE	0.00 400	0.00	0.00	50	0.00										
L		White 12 pack		2.99	2.99		2.99 3.10			2.00	20 2.00			2.69 - 3.99	220	2.72	
T		Brown 12 pack ARIAN FED	2.99 40	2.99	2.97 - 3.49	270	3.10			3.00	30 3.00			2.09 - 3.99	230	3.73	
Y	LGE	White 12 pack	2.79 50	2.79	1.79 - 2.99	440	2.10										
		Brown 12 pack	2.70 00	2.75	3.99		3.99										
		2.01 12 paon	SOUT	H CE	NTRAL U.S		0.00		SOUTHV	VEST U.S.			NORTH	VEST U.S.			
			(AR,AZ,CO,Ł	(S,LA	,MO,NM,OK,TX,	UT)			(CA,I	HI, NV)			(AK,ID,MT,	OR,WA,WY)			
	Feat	ure Rate 1/			sampled outlets					sampled outlets	<u> </u>		15.3% of 1,200		s		
	Activ	ity Index ^{2/}	Activity Index = 730 (includes Medium)					Acti	vity Index = 850	0 (includes Med	ium)	Activity Index = 110 (includes Medium)					
US	DA	White 12 pack			1.25	80	1.25			1.25 - 1.99	110 1.71	1.25 - 1.50 40 1.3					
	ADE	White 18 pack						2.25	40 2.25	1.99 - 2.50	70 2.10			1.99	40	1.99	
GIQ,		Brown 12 pack															
	,	MEDIUM	White 12	pack	1.39		1.39		White 12 pack	1.49 - 1.50	50 1.49		White 12 pack	1.19	10	1.19	
		White 12 pack			0.99 - 1.50	120				2.50	10 2.50			0.98	10	0.98	
	DA	White 18 pack			1.59 - 2.50	130	2.43										
	ADE A	Brown 12 pack	White 40	alı					White 12 pack				Mhito 10 pools				
•	`	MEDIUM	White 12 _ا White 30 ا	'					White 30 pack				White 12 pack White 30 pack				
	USDA	ORGANIC	vviille 30	pack					Write 30 pack				Wille 30 pack				
	002/1	White 12 pack															
S		Brown 12 pack															
P	OMEG	A-3															
E		White 12 pack			2.09 - 3.00	260	2.55			3.00	70 3.00						
1		Brown 12 pack															
A	CAGE	FREE															
L		White 12 pack								3.00	250 3.00						
Τ.		Brown 12 pack								3.00	250 3.00			3.49	10	3.49	
Y	'EGET	ARIAN FED															
		White 12 pack Brown 12 pack			2.19 - 2.29	00	2.24										
			al Marketing Service, Li					(5.45) 00.4	44=4 1 1 11	www.ams.usda.	/4140 / 67	DOM: 1 (A)				2 of 3	

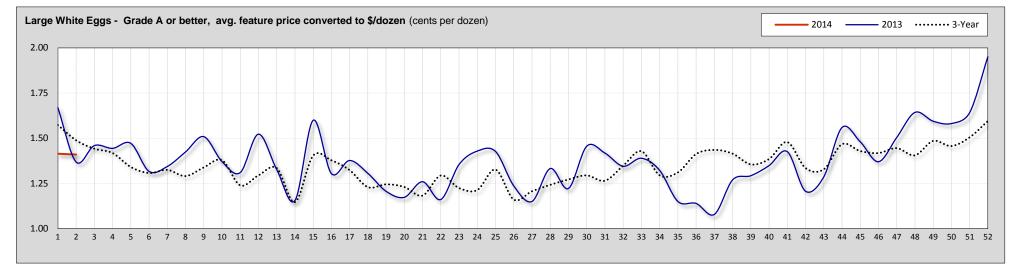


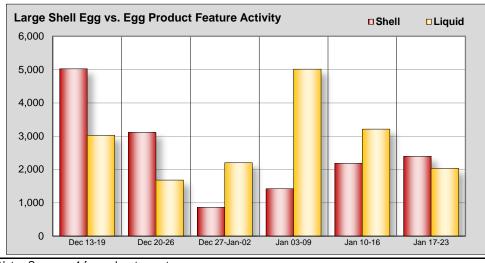
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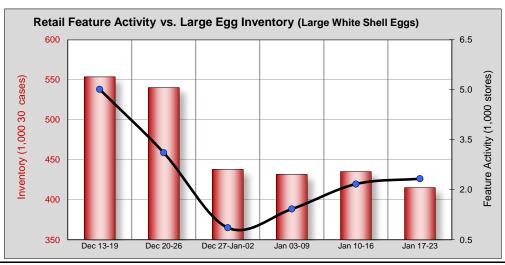
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/17 thru 01/23.

(prices in dollars per carton)

EGG	THIS LAST		LAST LAST		LAST NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR	NORTHEAST		JOUTHEAST		IVIIDVVEST		300TH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	8.6%	% 12.1% 6.4%		24.3% of 4,600 sampled		4.7% of 6,100 sampled		7.9% of 4,200 sampled		5.7% of 4,200 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled		
2/ Activity Index	2,030	3,210 1,410		Activity Index = 1,130		Activity Index = 290		Activity Index = 370		Activity Index = 240		Activity Index = 0		Activity Index = 0		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,630 2.78	2,340 2.42	940 2.30	2.00 - 3.79	1,040 2.70	2.50 - 3.79	290 3.39	2.19 - 4.50	160 2.40	2.39 - 2.79	140 2.61					
32 oz. crtn	390 4.03	320 4.29	450 4.68	3.99	90 3.99			3.99 - 4.44	210 4.06	3.99	90 3.99					
3 - 4 oz. cup	10 2.49	550 2.57	20 2.50							2.49	10 2.49					
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.